

Headquarters U.S. Air Force

I n t e g r i t y - S e r v i c e - E x c e l l e n c e

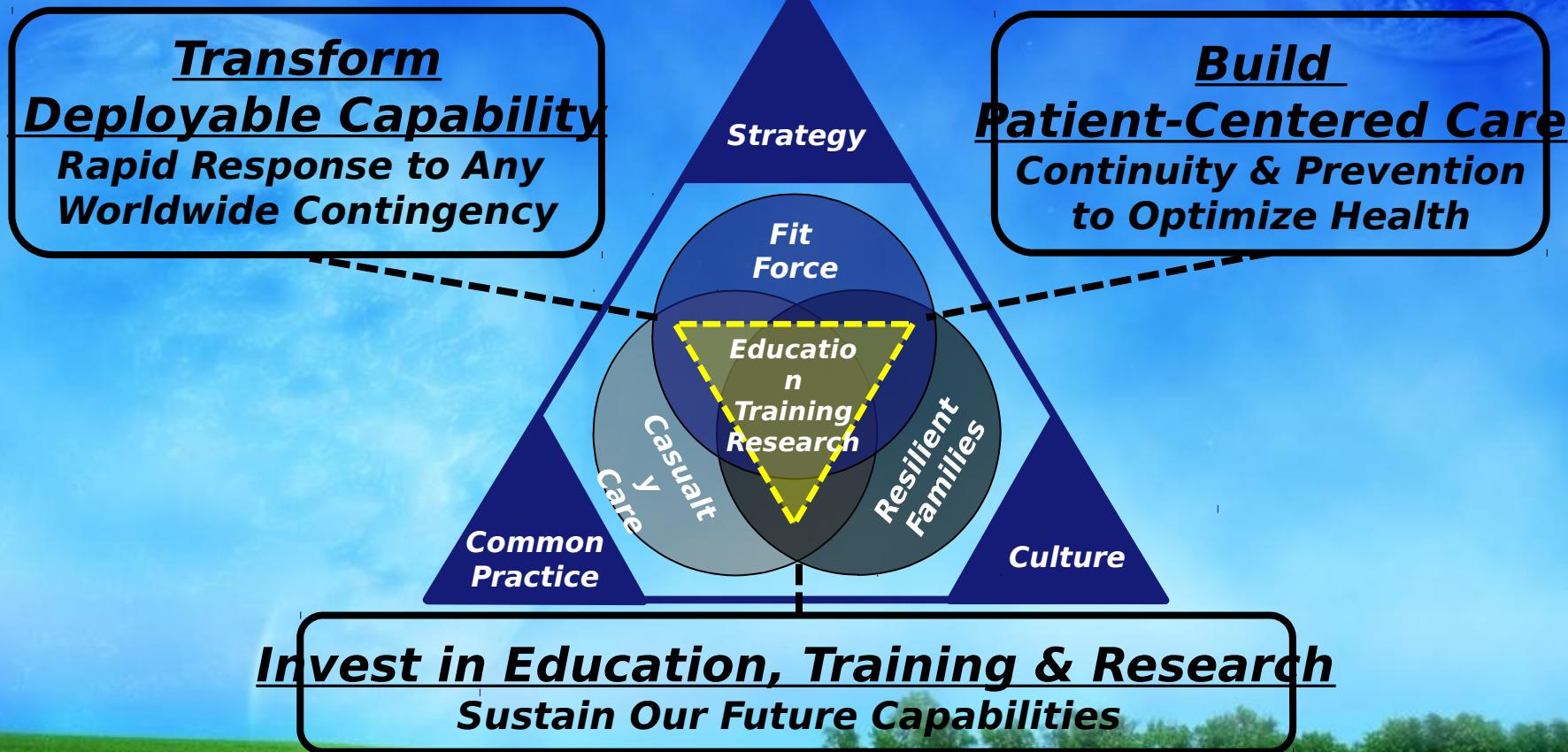
MHS Conference: Air Force Breakout Session



**Lt Gen C. Bruce Green CMSgt
Charlie Cole
Surgeon General
CMEF**

27 Jan 2011

Our Framework For The Future...



iving Change...Ready—Better Health—Better Care—Best Va



U.S. AIR FORCE

AFMS Strategic Communication:

Social Media Initiative launched 06 Jan

11

- Goal: Exploring new methods to improve communication

STRATEGY

POLICY

TOOLKITS

The screenshot shows the AFMS Facebook page. At the top, there's a login form with fields for Email and Password, and links for 'Keep me logged in' and 'Forgot your password?'. Below the login is a green 'Sign Up' button and a message: 'Air Force Medical Service (AFMS) is on Facebook. Sign up for Facebook to connect with Air Force Medical Service (AFMS).'. The main content area has a blue header with the AFMS logo and tabs for Wall, Info, Other Pages, RSS/Blog, Welcome, and Notes. The 'Welcome' tab is selected, displaying the text: 'Welcome to the Air Force Medical Service Page'. Below this is a call-to-action: 'Click Like to receive health information and announcements from AFMS via Facebook. Get the information you need, when you need it—for a strong, healthier tomorrow.' A photograph shows a military medical professional attending to a patient in a hospital bed. On the left sidebar, there are sections for Information (location: Washington, DC; 634 People Like This), a photo album showing three photos, and a 'favorite Pages' section with links to other pages like 'Tech Involve Kennedy', 'Brittany Van Gundy', 'Tim Boyer', 'Ariane Judson', 'Thuy Giang', and 'Steve Bradley'. At the bottom of the sidebar is a link to 'See All'.

- Welcome
- Wall (comments)
- Info (policy)
- Other Pages (links)
- RSS/Blog (news feeds)
- Notes
- Videos (CEMM)

Resources available at SG CAG Kx site:

(<https://kx.afms.mil/sgcag>)

Improving Communication to Accelerate

Integrity - Service - Excellence



U.S. AIR FORCE

Be Proud of Your Achievements!

READY

**Safely moved over 10K patients from theaters of operation
EMEDS modernization to see 1st patient in 1st hr
AFCENT ALC mgmt added 730 deployers to bands**



**BETTER
HEALTH**

**>340K patients enrolled in Patient Centered Medical Home
Continuity of Care Highest in DoD
Edwards PCMH scores highest NCQA rating in DoD**



**BETTER
CARE**

**Operational Deployment Transition Center
Langley/Eglin/Nellis Expansion
Travis opened Cardiothoracic Surgery Services
San Antonio Military Health System MOA signed**



**BEST
VALUE**

**MHS Healthcare Revenue Cycle Leader—earned \$170M in FY10
\$59M invested in various research programs
NECP graduated 40 new nurses
Family Practice Physician attrition rate dropped 5%**



**"TRUSTED CARE
ANYWHERE"**

